

New 2 NECO Pass

Neighborhood Eco (NECO) Pass

October 22, 2013

Updated August 2014



NECO Pass

RTD, in partnership with GO Boulder, offers a bus pass program especially for neighborhoods called the Neighborhood Eco (NECO) Pass. The NECO Pass Program grew to include 48 neighborhoods with 6,500 eligible households in 2014. For general information and to see online resources, please visit the web site:

<https://bouldercolorado.gov/goboulder/neighborhood-eco-pass>





1. Creating a new neighborhood NECO Pass program
2. Creating a new block and adding to an existing contiguous neighborhood's NECO Pass program
3. New to coordinating an existing (or newly formed) NECO Pass program

Creating a new neighborhood NECO Pass program

NECO Pass Program Resources providing step by step guide and instructions:

- [RTD NECO Guide](#)
- [Start NECO Pass Program](#)

Available online at:

<https://bouldercolorado.gov/goboulder/neighborhood-eco-pass>

RTD NEIGHBORHOOD ECO PASS

RESOURCE GUIDE

Last Update: 9/4/12



NECO Pass PROCESS

NECO Pass program coordinator
necoass@gmail.com
303.443.1942

NEW NEIGHBORHOODS

Interested in starting a Neighborhood Eco (NECO) Pass program in your neighborhood? First have a visit to the GO Boulder website: <http://www.goboulder.net> click "Bus" and then scroll down and click "Neighborhood Eco (NECO) Pass". Here you will see an overview and in the right hand menu under "Neighborhood Eco Pass" you will see a number of options including "NECO Pass Program Resources". click on this link. In the menu on the right, scroll to the RTD NECO Guide and READ it to familiarize yourself with the process. You will need to go through the steps to create a new NECO Pass neighborhood whether you are making an entirely new NECO Pass neighborhood or adding on to an existing contiguous one.

BEGIN

Canvas your neighbors to see if there is anyone else interested. If you can find 2-5 neighbors who are willing to help you get your program started, recruit them! There are flyers available for download on the website identified above for use in accessing the interest from your neighbors.

- Determine the potential boundaries of your neighborhood based on the guidelines in the RTD

NECO Guide.

- Canvas your neighbors to see how much interest there is.

If you feel there is enough interest to raise enough money for a minimum contract (2013: minimum contract amount is \$7,497), the city of Boulder provides a subsidy of 50% to first-time neighborhoods and 30-35% subsidy in ensuing years), then it is time to contact RTD and get your process started.

JOINING A CONTIGUOUS NECO PASS PROGRAM

If your project is small enough that its RTD contract will be less than the required minimum (2013: minimum contract amount is \$7,497) and you are physically contiguous with a neighborhood that has an active NECO Pass program, you could become an addition to that neighborhood if that neighborhood coordinator approves. Work with the NECO Pass program coordinator to get this approval process going before you contact RTD.

CONTACT RTD

Create a map using Google earth or MapQuest to show a rough idea of the neighborhood boundaries. Contact RTD (Theresa Rinker: 303-299-2122 or theresa.rinker@rtd-denver.com) and let them know you are interested in starting a NECO Pass program in your neighborhood. send them a copy of your proposed neighborhood map. RTD will get back to you with an official map of your proposed neighborhood showing the boundaries and listing the number of houses. This is the time when you may note any changes or shifts you would like to your map.

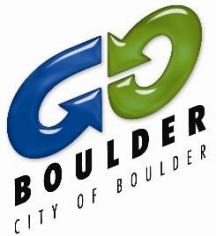
SURVEY

Once your map is finalized, RTD will conduct a survey to determine the cost per household that will be applied to your neighborhood contract. The survey will be provided to you by RTD and must be hand delivered by you door-to-door to all the houses in your neighborhood. For best results you should speak with the residents of each house and even get them to fill in the survey right then. This will assure inclusion of all those neighbors who may not have any interest in the bus pass (such as those who have passes through work or school). Including responses from every house in your neighborhood will assure the survey is based on the actual potential bus ridership in your neighborhood. This is important because the cost per household will be based on the respondents' interest that is standardized to represent all the neighbors, getting the uninterested neighbors to fill out the survey is critical.

PROGRAM COST

After the survey has been completed, RTD will tell you the cost per household which you will multiply by the number of houses in your neighborhood. This will constitute your master contract amount. If you are a stand-alone NECO Pass neighborhood, your contract cost will be at least the RTD minimum (2013: minimum contract amount is \$7,497). If you are adding to an existing contiguous NECO Pass neighborhood your cost will be as calculated by RTD, not needing to meet the minimum as your contract amount will be included into the existing neighborhood's RTD contract. Remember that the city of Boulder provides a subsidy of 50% to first-time neighborhoods and 30-35% subsidy in ensuing years. You will then need to raise the required amount of money (subtract the city subsidy). Download the "NECO Pass

Created 24 January 2011; Updated August 2011, January 2012, September 2012, August 2013



Creating a new neighborhood NECO Pass program

BEGIN

Canvas your neighbors to see if there is anyone else interested. If you can find 2-5 neighbors who are willing to help you get your program started, recruit them!

There are flyers available for download on the NECO Pass web pages for use in accessing the interest from your neighbors and in beginning to determine how much they are willing to pay.



Eco Passes For Our Neighborhood

(use this flyer if you are planning to get EVERY house or unit in your neighborhood to participate: HOA or such)

The cost of an RTD Regional monthly bus pass is expected to be \$176 per month in 2015!

That's \$1,936 per year (ValuPass)!

Let's beat that cost by getting Eco Passes for our neighborhood **(DESCRIBE NEIGHBORHOOD BOUNDARIES HERE)**

There are about **xxx** housing units in our neighborhood. If we can collect about **\$xx** per household we can offer passes to your entire household for the whole year. This will give everyone an unlimited annual bus pass to travel to Denver, DIA, Eldora Mountain Resort, dinner, school, the movies, around town, anywhere! This includes Boulder's Community Transit Network of HOP, SKIP, JUMP, BOUND, DASH, STAMPEDE & BOLT buses as well as LightRail service.

Interested? Call me **-xxx xxxxxx** at **xxx-xxx-xxxx** and leave your name and phone number.

For more information visit www.goboulder.net or 303-441-3266. You can also visit the RTD Web site (<http://www.rtd-denver.com/>) for more information on this and other RTD fares and programs.



WANT TO RIDE THE BUS MORE, BUT IT COSTS TOO MUCH?

ARE YOU A CURRENT RTD RIDER OR COMMUTER?

WOULD YOU LIKE TO PAY UP TO 50% LESS PER YEAR?

You and your neighbors, along with GO Boulder/
city of Boulder, can make it happen!
It's called the Neighborhood ECO (NECO) Pass!

Current RTD Prices: 2014
Local Monthly Pass per Year = \$869
Regional Monthly Pass per Year = \$1936

NECO Pricing is about 50% discount!
Varies by neighborhood

This is a real offer, in partnership with the city of Boulder. Please inquire.

Passes are good for one year of unlimited use locally, regionally and to Denver International Airport. Passes are not transferable and require user's photo on the pass. The entire yearly fee will be charged before the pass can be issued. This notice is specifically targeting the 'N' neighborhood, which includes all residents within the borders of 'N'. There are NECO passes available all over Boulder, so please inquire. The city of Boulder subsidizes to help get the program going and to help keep the program in your neighborhood. Please let us know if you are interested and would like to take advantage of this program.

To sign up or get more information, call or email your volunteer neighborhood coordinator 'N' at 'N' and leave your phone number with your message. For questions regarding the NECO Pass, contact Go Boulder mt Robles at necopass@gmail.com and visit www.goboulder.net.

For more information visit www.goboulder.net or 303-441-3266. You can also visit the RTD Web site (<http://www.rtd-denver.com/>) for more information on this and other RTD fares and programs.

(use this flyer if you plan to have your program pay per rider rather than per house - where you have to get EVERY house to sign)

Pledge Sheet

Neighborhood Eco (NECO) Pass Program for
neighbors within

(describe area boundaries here)

Please indicate below how much you would pay for your bus pass (include ALL members of the household who would like to get a pass) and return this sheet to (name and address) by (indicate date).

Your name: _____ Address: _____

Phone: _____ E-mail: _____

Here are some samples of RTD's current fares:

REGIONAL (including DIA)		BOULDER LOCAL	
Regional Yearly Pass	\$1,936	Local Monthly Pass	\$ 79
Regional Monthly Pass	\$176	Student/Senior Monthly	\$ 39.50
ROUND TRIP DIA:		ROUND TRIP DENVER: \$10	

Based on these rates, a typical family could spend well over \$1,000 a year on various family passes. All of the families in our neighborhood could enjoy CONSIDERABLE SAVINGS if each family participates in this great neighborhood program.

Call (name) at (phone number)
to help determine how much you could save or to find out more.

SUGGESTED PRICES:
Youth or Senior occasional rider: \$45/year
Adult occasional rider: \$75/year
Student commuter: \$200/year (versus \$355 for 9 months)
Regional commuter: \$800/year (versus \$1,936)

TOTAL PLEDGE (for ALL members who would like a pass): \$ _____
People who already have a CU Pass or an Eco Pass are welcome to donate whatever they would like to help make this great program available to others.

Please drop off, mail or call in your pledge by _____ to:
(name, phone number, address)

SEND NO MONEY NOW!

For more information visit www.goboulder.net or 303-441-3266. You can also visit the RTD Web site (<http://www.rtd-denver.com/>) for more information on this and other RTD fares and programs.

Creating a new neighborhood NECO Pass program

BEGIN

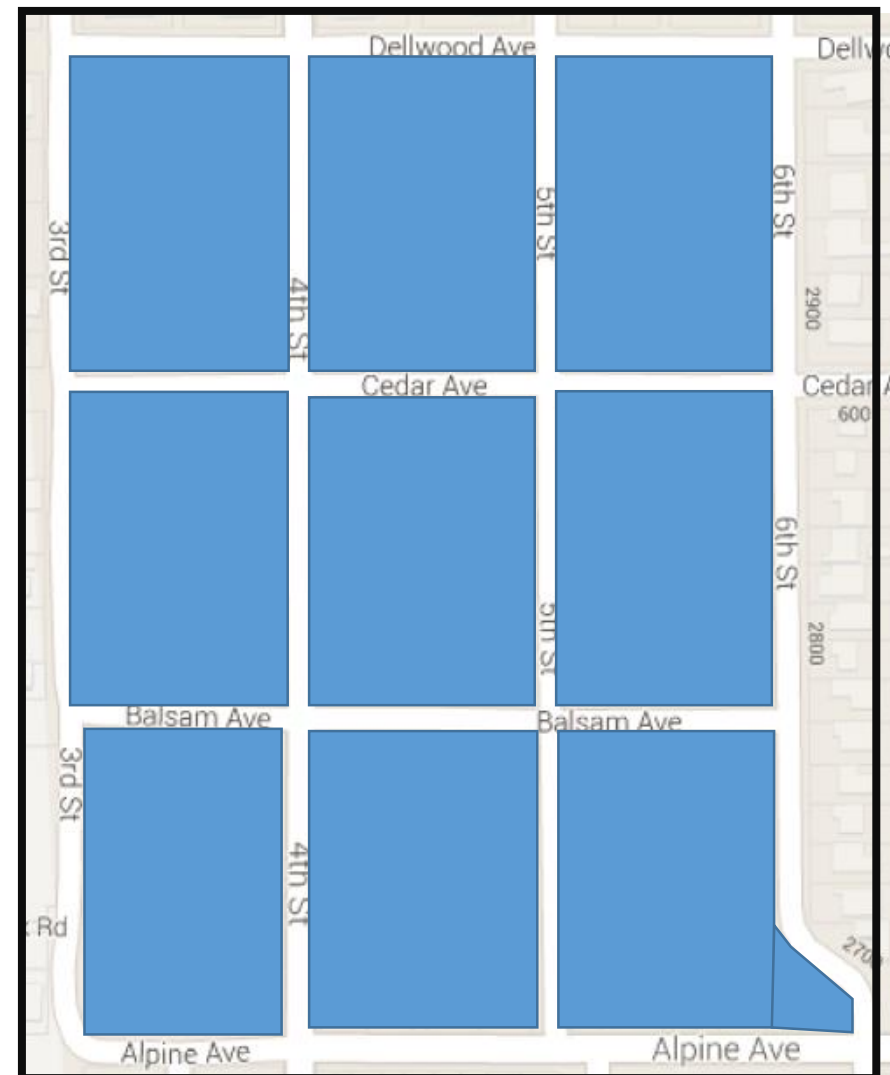
Determine the potential boundaries of your neighborhood based on the guidelines in the RTD NECO Guide:

Identifying the Neighborhood Boundaries

1. A neighborhood is comprised of a group of blocks. A residential block is defined as an area of land **bounded on all sides by streets**, roads, or one or more geographic or physical feature. Features can be lakes, rivers, railroad tracks, highways, parks, large open spaces of land, and neighborhood boundaries (i.e HOAs) or commercial areas. All blocks within the neighborhood boundaries must be contiguous.

Definition of contiguous is:

- a. Sharing an edge or boundary, adjacent
- b. Connecting without a break, touching, neighboring.
- c. Connected, uninterrupted.



Creating a new neighborhood NECO Pass program

BEGIN

You will canvas the neighbors within the area of your proposed neighborhood, if your pledge canvas shows enough interest to raise enough money for a minimum contract (2015: minimum contract amount is \$7,497), the city of Boulder provides a subsidy of 50% to first-time neighborhoods and 30-35% subsidy in ensuing years, then it is time to contact RTD and get your process started.

CONTACT RTD

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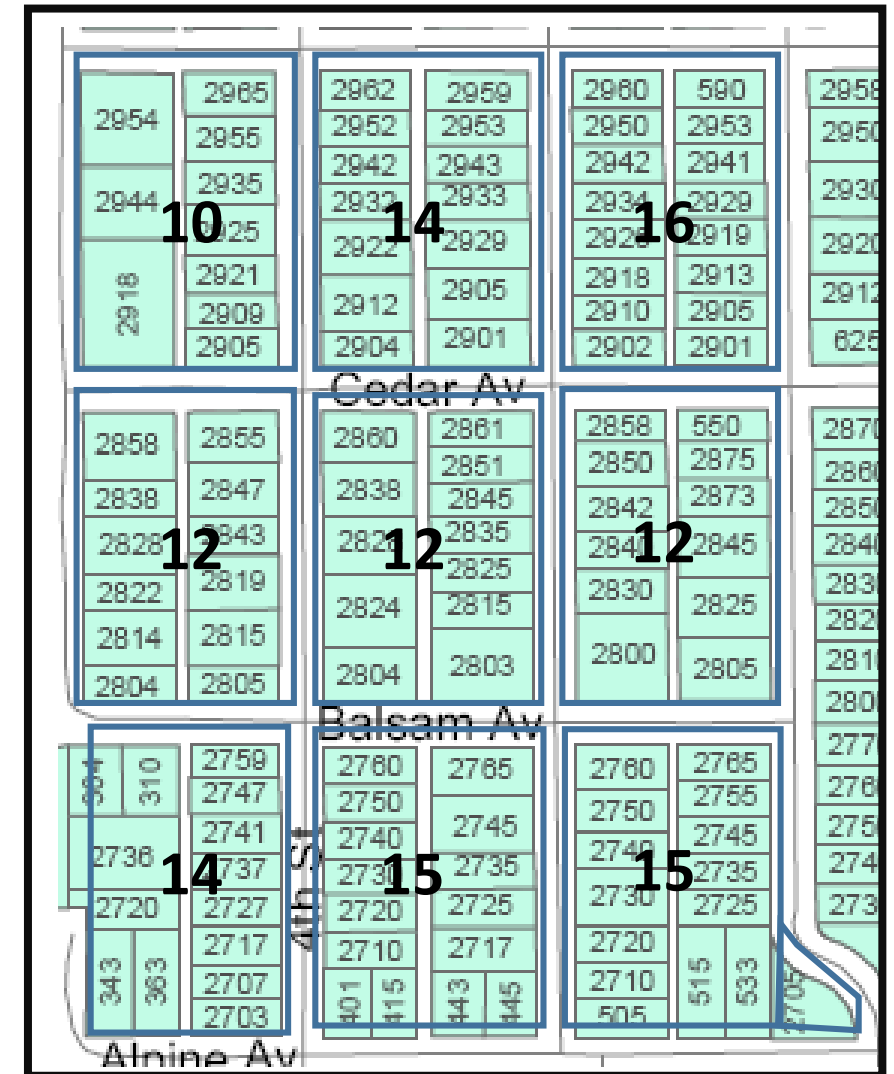


Creating a new neighborhood NECO Pass program

9 blocks, 120 housing units

CONTACT RTD

RTD will get back to you with an official map of your proposed neighborhood showing the boundaries and listing the number of houses. This is the time when you may note any changes or shifts you would like to your map.

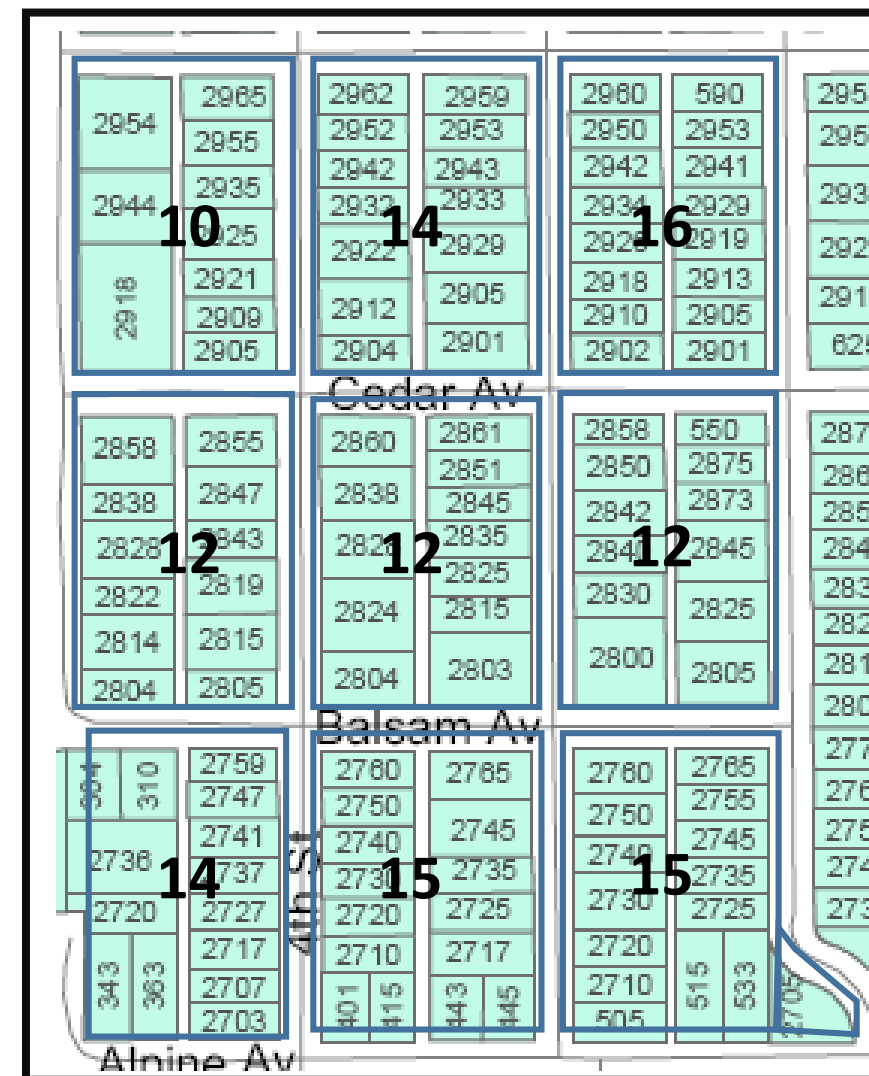


Creating a new neighborhood NECO Pass program

9 blocks, 120 housing units

SURVEY

Once your map is finalized, RTD will conduct a survey to determine the cost per household that will be applied to your neighborhood contract. The survey will be provided to you by RTD and must be hand delivered by you door-to-door to all the houses in your neighborhood, for best results you should speak with the residents of each house and even get them to fill in the survey right then.



Creating a new neighborhood NECO Pass program

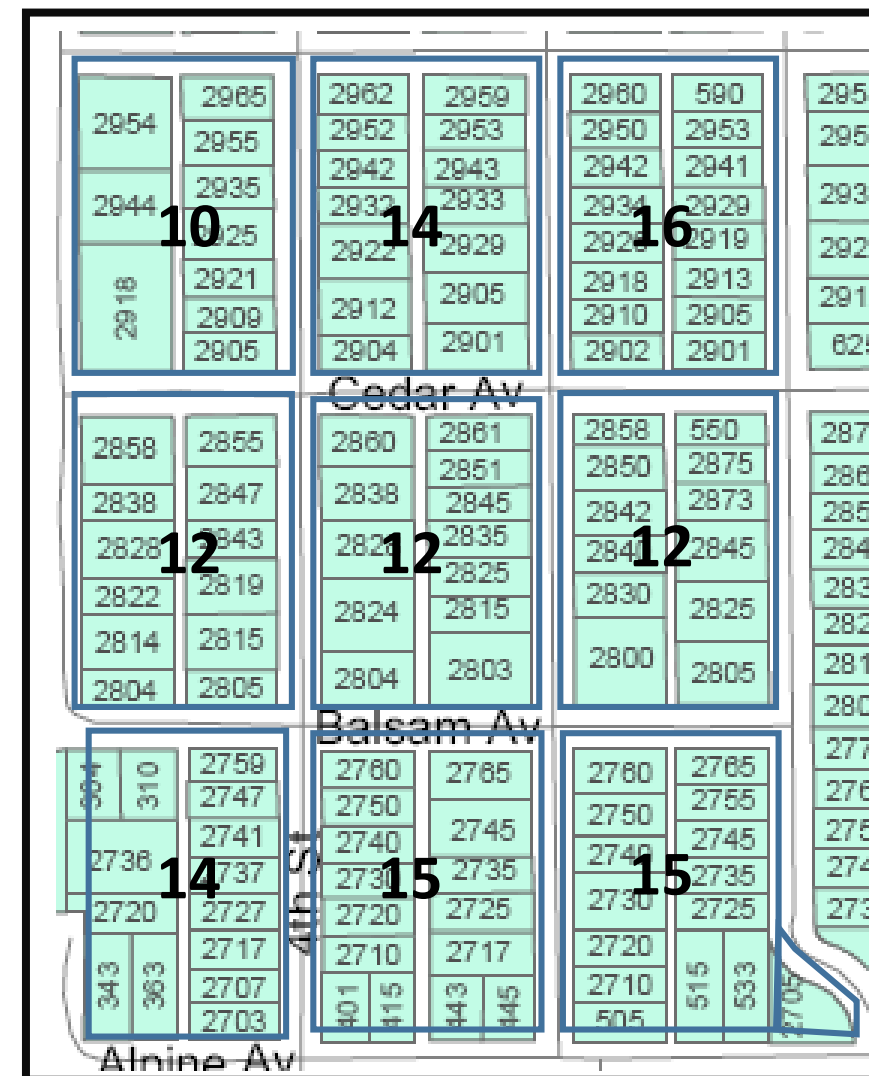
9 blocks, 120 housing units

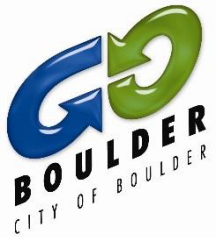
PROGRAM COST

After the survey has been completed, RTD will tell you the cost per household which you will multiply by the number of houses in your neighborhood. This will constitute your master contract amount, your contract cost will be at least the RTD minimum (2015: minimum contract amount is \$7,497).

The city of Boulder provides a subsidy of 50% to first-time neighborhoods and 30-35% subsidy in ensuing years.

For example:
Survey results in a cost of \$100/house, 120 housing units, your contract would be \$12,000, your cost minus subsidy = \$6,000





Creating a new neighborhood NECO Pass program

PROGRAM COST

You begin to access how to price your program so that you can meet the cost:

There are 2 documents available online, one is the chart that shows what the bus costs buying passes or paying full fare from RTD, the second chart shows how current NECO pass programs charge for their passes.

Available online at:

<https://bouldercolorado.gov/goboulder/neighborhood-eco-pass>



What is an EcoPass worth to you?
Cost without EcoPass

▶ One adult local ride	\$2.25	
▶ One student* or discount* local ride	\$1.10	
▶ One adult express ride	\$4.00	
▶ One student* or discount* express ride	\$2.00	
▶ One adult regional ride	\$5.00	
▶ One student* or discount* regional ride	\$2.50	
▶ One adult rides to DIA	\$13.00	Roundtrip ticket \$24.00
▶ One student* or discount** rides to DIA	\$6.50	
▶ Age 15 and under with accompanied adult to DIA	FREE	
▶ One adult rides to Eldora Ski Resort	\$5.00	
▶ One student* or discount* rides to Eldora Ski	\$2.50	
*Discount riders include Seniors, age 65+ and Individuals with disabilities and students K-12 age 6-19		
▶ One adult rides locally	\$79.00	Monthly pass \$869.00
▶ One student* or discount* rides locally	\$39.50	\$434.50
▶ One adult rides express	\$140.00	\$1,540.00
▶ One student* or discount* rides express	\$70.00	\$770.00
▶ One adult rides regionally	\$176.00	\$1,936.00
▶ One student* or discount* rides regionally	\$88.00	\$968.00

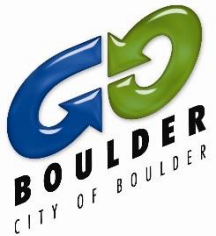
It all adds up!

visit:
www.rtd-denver.com for additional and updated fares and information
www.goboulder.net for N(neighborhood)ECO and ECO Pass information

updated: August 2014

NECO Pass Pricing Options

The neighborhood ecopass (NECO) program in the city of Boulder provides the RTD ecopass bus pass in participating neighborhoods, each neighborhood determines the pricing structure that will best enable them to meet their RTD contract requirements. The options shown here are some of those used in currently participating neighborhoods.			
OPTION	NEIGHBORHOOD		
FIXED COST	West Wonderland	\$260/hh	
	Shanahan	\$115	
COST BY USE	Newlands	6-19 (K-12 student) & 65+ 1 ride per week	\$45(min)
		6-19 (K-12 student) & 65+ 2-3 rides per week	\$90
		6-19 (K-12 student) & 65+ local school commute	\$180
		17-64 (non-K-12 student) 1 trip/week and/or 0-6 trips to DIA	\$75(min)
		17-64 (non-K-12 student) 1-3 trips/week and/or 6-12 DIA	\$130
		17-64 (non-K-12 student) daily local commuter	\$350
		17-64 (non-K-12 student) daily commuter outside Boulder County	\$700
		Children 0-5 ride FREE	free
	Flatirons	\$85 local commuter 1/2 off seniors and students 6-18	\$250 regional commuter 1/2 off seniors and students 6-18
	Shanahan Smuggler	\$129 regular single, \$299 for any Regional Commuter +\$70 for first additional non-regional-commuter in your household +\$50 for any additional non-regional-commuter in your household Exceptions: CU Students: \$75 for each passholder in household (student will receive a total \$145 and net \$70 refund from CU on buffcard charges for two semesters of use)	
		6-19 (K-12 student) - 1 ride per week: \$49(minimum)	
		6-19 (K-12 student) - 2-3 rides per week : \$75	
		6-19 (K-12 student) - local school commute: \$149	
		Age 65 and over: \$75	
		Age 70 and over: \$49	
	Shanahan SR7	First rider \$99, second \$50 Denver commuters \$500 part time Denver commuters \$350 (with, of course, the 30% from city, and 20% from HOA)	
	Park East	Denver commuters \$300 Boulder adults \$200 Kids/seniors \$150 low users pay less?	
	Rock Park	Denver commuter	70% of RTD fare \$1355
		Local commuter	70% of RTD fare \$608
		Student commuter	70% of RTD fare \$248
		Frequent flyer/skier	\$125
	Hartford Yale	Occasional user	\$70
		Local occasional user	\$72
		Local adult commuter	\$400
		Boulder county commuter	\$720
		Regional commuter	\$900
		CU student summer pass	\$35
		D*-Local occasional user	\$36 discount
	Keewaydin	D*-Local adult commuter	\$200 discount
		D*-Boulder county commute	\$360 discount
		D*-Regional commuter	\$450 discount
		Age 20 - 64 commuter to Denver \$400	
		Age 20 - 64 commuter to Broomfield \$250	
		Age 20 - 64 commuter to Boulder \$150	
		Age 6 - 19 daily rider to Boulder School \$80	
		Age 6 - 19 occasional rider = 1 local ride per week \$40	
		Age 20 - 64 occasional rider = 1 local ride per week \$80	
		Age 65+ occasional rider = 1 local ride per week \$40	



Creating a new neighborhood NECO Pass program

PROGRAM COST

You begin to access how to price your program so that you can meet the cost:



Pay per house if you can get EVERY house to pay

OR

Pay your 'fare' share if you have:

- regional riders
- school commuters

OR

Shrink your boundaries to where the riders are located Still meet contract minimum

NECO Pass Pricing Options

The neighborhood ecopass (NECO) program in the city of Boulder provides the RTD ecopass bus pass in participating neighborhoods. Each neighborhood determines the pricing structure that will best enable them to meet their RTD contract requirements. The options shown here are some of those used in currently participating neighborhoods.

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		Children 0-5 ride FREE	free
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	Keewaydin	CU student summer pass	\$35
		D*-Local occasional user	\$36 discount
		D*-Local adult commuter	\$200 discount
		D*-Boulder county commute	\$360 discount
		D*-Regional commuter	\$450 discount

Creating a new neighborhood NECO Pass program

MONEY

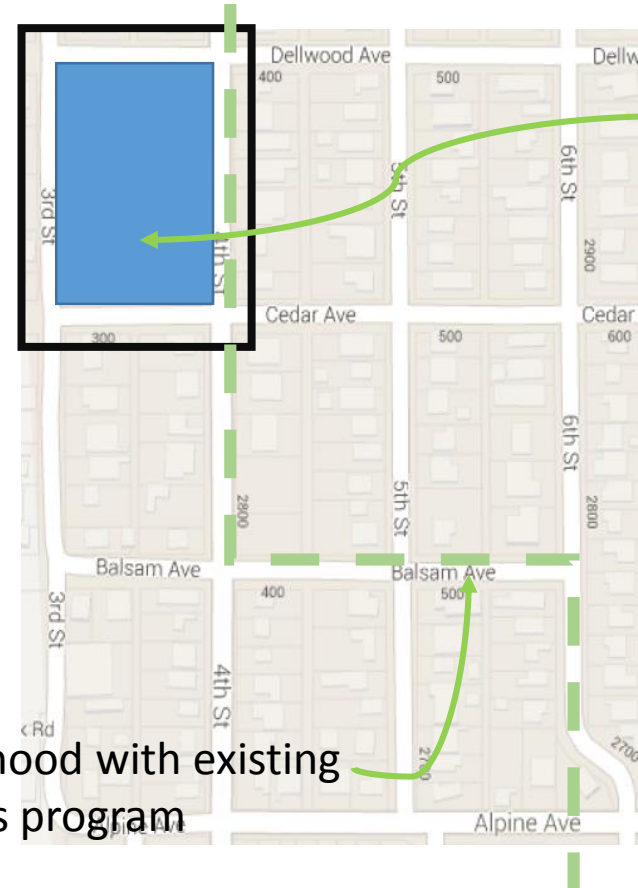
If you have a neighborhood association or HOA that can enter into legally binding contracts and that has a checking account, you will use them.

If you do not have such an entity, GO Boulder will sign your contract and you can work with the Boulder Building Blocks Fund, Inc. ("BBBF") to deposit your checks and they will issue a check to RTD.

The city of Boulder provides a subsidy of 50% to first-time neighborhoods and 30-35% subsidy in ensuing years.



Creating a new block and adding to an existing contiguous neighborhood's NECO Pass program



Add a contiguous block: same steps as a new neighborhood: identify the block boundary, contact RTD to verify the boundary and provide your map, and conduct the RTD survey to determine cost.

Neighborhood with existing NECO pass program

Creating a new block

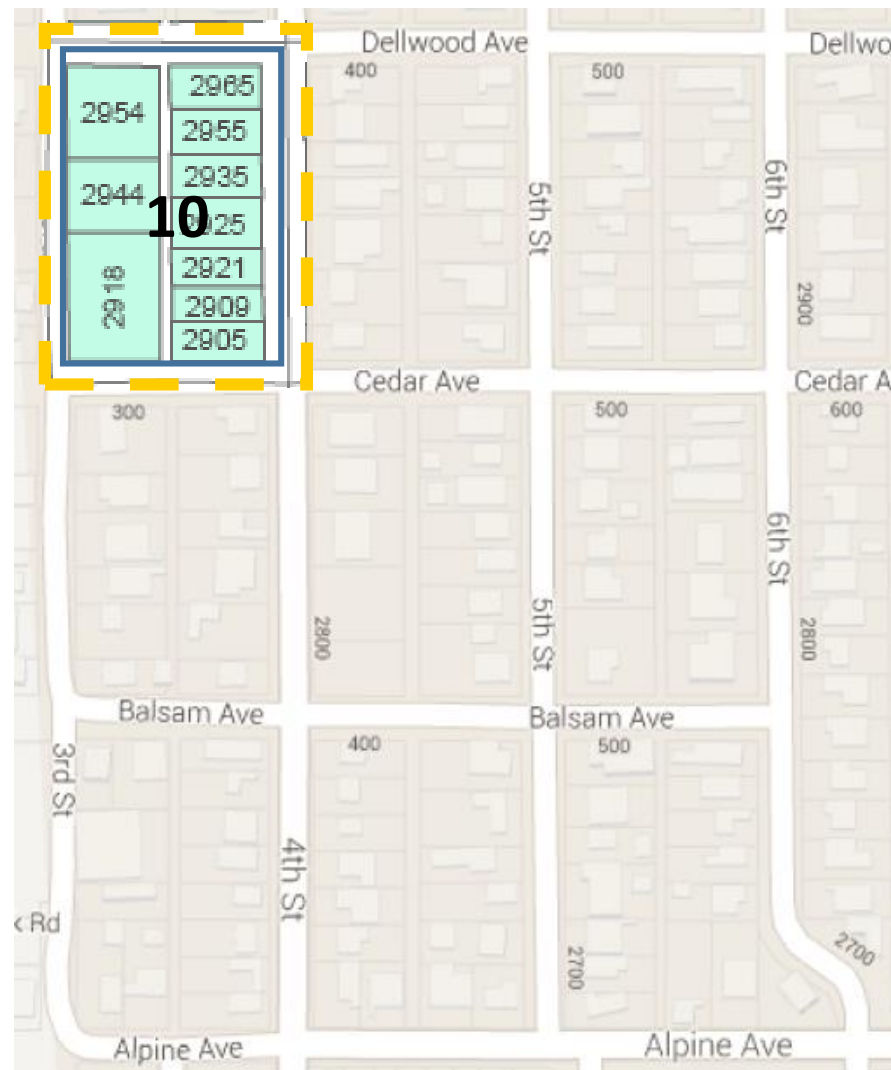
1 block, 10 housing units

PROGRAM COST

After the survey has been completed, RTD will tell you the cost per household which you will multiply by the number of houses in your block. This will constitute the contract amount your block will need to contribute to the NECO Pass contract of the contiguous neighborhood you are integrating into.

The city of Boulder provides a subsidy of 50% to first-time neighborhoods and 30-35% subsidy in ensuing years.

For example:
Survey results in a cost of \$100/house, 10 housing units, your cost would be \$1,000 minus city subsidy.



Creating a new block

PROGRAM COST

You begin to access how to price your block so that you can meet the cost, unless you are choosing to use the pricing model of the neighborhood you are joining.

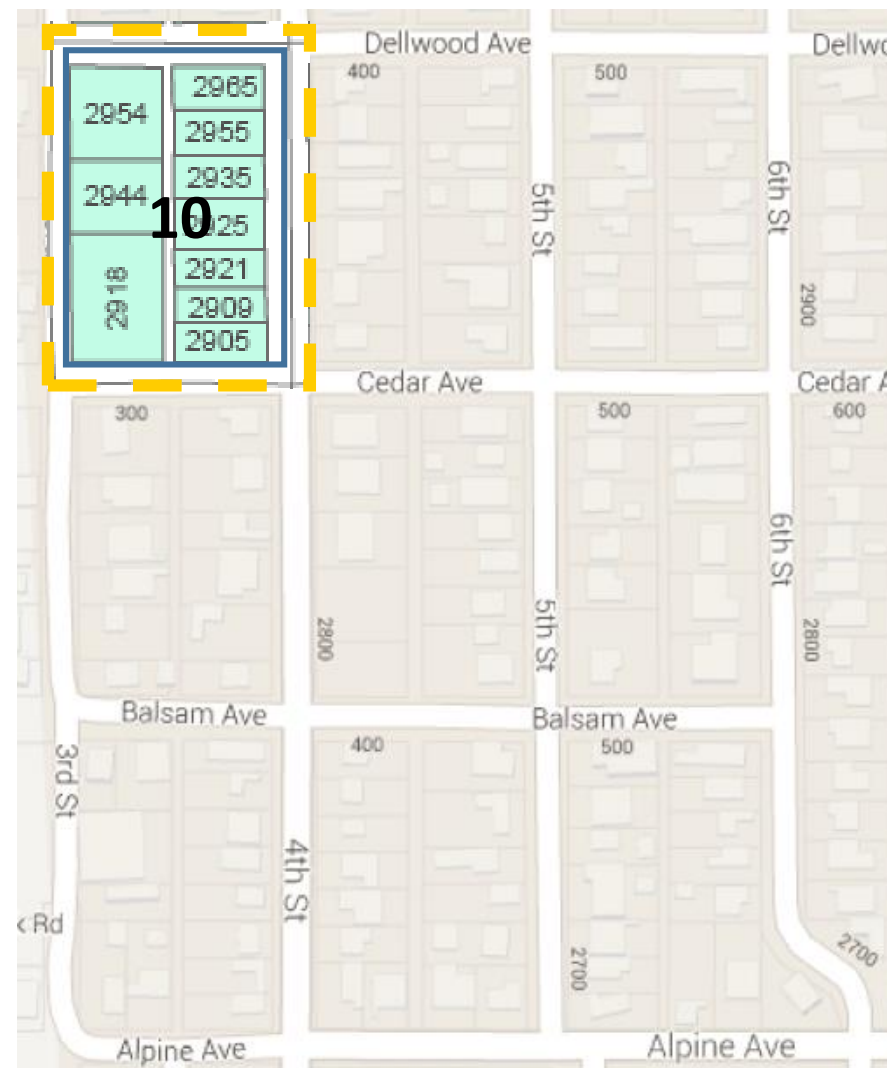
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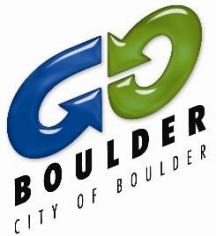
Pay per house if you can get EVERY house to pay

OR

Pay your 'fare' share
-regional riders
-school commuters

1 block, 10 housing units



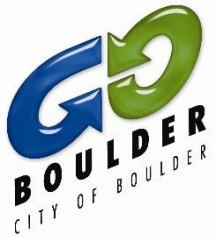


New to coordinating an existing (or newly formed) NECO Pass program

If you are new to coordinating – CONGRATULATIONS! Whether you are coordinating a brand new neighborhood or coordinating an existing neighborhood, these are the primary tools you will use to set up and manage your NECO Pass program:

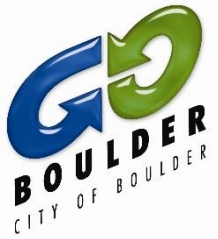
- Spreadsheet roster whereby you track and record the sign-up and rider information (you can request the template from the NECO Pass Program coordinator).
- A portal space in RTD's online smart card portal where you will manage your riders' smart card. (RTD will assign one and you will be trained to use it)

BLK	\$	RTD #	NAME	ID	ADDRESS	sc#	DISCOUNT ELIGIBLE
6		131570	Luisa	newland190	Evergreen	207002	
6	\$45	131574	Felina	newland191	Evergreen	207001	YES
6	\$45	131578	Johnny	newland192		4 207003	yes
6	\$75	131582	Julie	newland193		4	
6	\$75	131586	Charlie	newland194		4	
6	\$45	735060	Jerry	newland1121		4	yes
6	\$75	131074	Heidi	newland66		4 205436	
6	\$45	754516	Imogene	newland1126		4	YES
6	\$75	131142	Susannah	newland83		4 205444	
6	\$75	131490	Daniel	newland170		4	
6	\$75	131494	Emily	newland171		4 205482	
6	\$45		Matthew			4	YES
6			vacant			4	



Spreadsheet roster whereby you track and record the sign-up and rider information and note vacant addresses that will be deducted from your program cost.

BLK	\$	RTD #	NAME	ID	ADDRESS	sc#	DISCOUNT ELIGIBLE
6		131570	Luisa	newland190	Evergreen	207002	
6	\$45	131574	Felina	newland191	Evergreen	207001	YES
6	\$45	131578	Johnny	newland192		4 207003	yes
6	\$75	131582	Julie	newland193		4	
6	\$75	131586	Charlie	newland194		4	
6	\$45	735060	Jerry	newland1121		4	yes
6	\$75	131074	Heidi	newland66		4 205436	
6	\$45	754516	Imogene	newland1126		4	YES
6	\$75	131142	Susannah	newland83		4 205444	
6	\$75	131490	Daniel	newland170		4	
6	\$75	131494	Emily	newland171		4 205482	
6	\$45		Matthew			4	YES
6			vacant			4	



Portal space in RTD's online smart card portal where you will manage your riders' smart card.

GO Boulder provides detailed instructions for managing your RTD smart card portal:



NECO Pass program coordinator
necopass@gmail.com
303.443.1945

NECO Pass Smart Card management

GENERAL INFORMATION

Since 2013 the RTD ecompass is a smart card that has information embedded such as its associated NECO Pass neighborhood and rider discount status. As coordinator of your NECO Pass program, it will be your responsibility to maintain rider information on the RTD online portal assigned to your neighborhood. When a neighbor with a valid smart card moves from your NECO Pass boundaries, it is your responsibility to reclaim the smart card from them and to either return it to RTD letting them know that the rider for that card no longer resides in your neighborhood OR you will need to suspend the rider and deactivate their card in your neighborhood portal. The following instructions show details on how to work in the RTD smart card portal to accomplish these and other basic tasks.

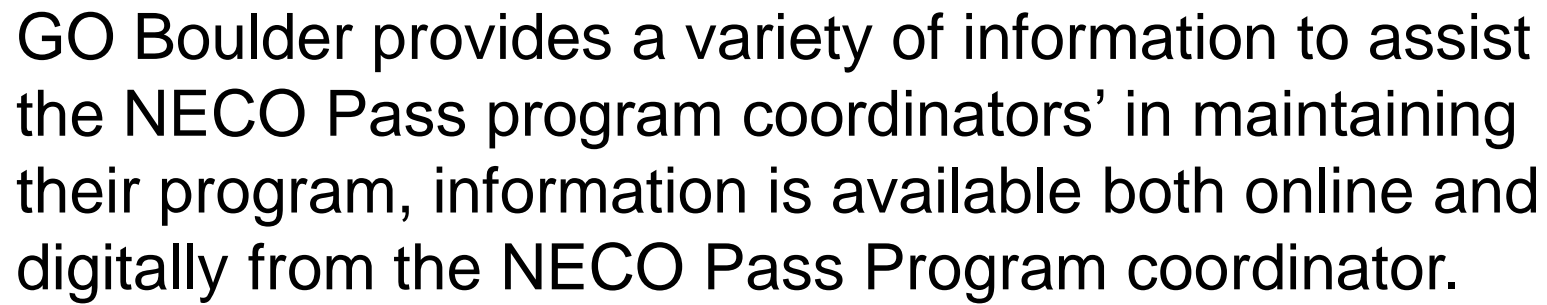
<https://smartcard.rtd-denver.com>

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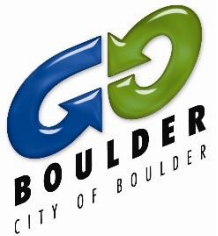
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GO Boulder



New 2 NECO Pass 2014



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